



# COMPETITIVE PRODUCT ANALYSIS

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### PRODUCT COMPETITIVE ANALYSIS - Adelphia

Parameters	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV	EarthLink
Price	Strength	Weakness	Strength	Strength	Neutral	Strength
Order Interval	Strength	Neutral	Neutral	Strength	Weakness	Neutral
Installation	Neutral	Neutral	Neutral	Neutral	Strength	Strength
Segmentation	Strength	Strength	Strength	Strength	Neutral	Neutral
Sales Dist.	Strength	Strength	Neutral	Strength	Strength	Strength
Contract Flex.	Strength	Strength	Weakness	Strength	Strength	Weakness
Services	Neutral	Weakness	Weakness	Weakness	Neutral	Weakness
Promotions	Strength	Strength	Weakness	Strength	Neutral	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

#### Adelphia - A competitive analysis of Adelphia's product(s) against competitors

- **Price:** AT&T and Adelphia remain close competitors, with Adelphia's corporate structure allowing it also to offer a digital cable bundle in with its Internet
- **Order Interval:** Adelphia's 3 day time-frame sets the pace for the competitors
- **Installation:** The \$49.95 installation charge keeps pace, however @Home's self-installation remains most competitive
- **Segmentation:** Though primarily available on the East Coast, Adelphia bundles in cable and Internet effectively to compete for residences with multiple carriers
- **Sales Distribution:** Stays abreast of @Home with cable modems sold in computer supplies stores complementing telephone and online sources
- **Contract Flexibility:** No term contracts of any type
- **Services:** Competes only with DirecTV DSL and EarthLink Powered by DirecPC by including Web Hosting; gives Adelphia the advantage over other cable providers that do not. Yet, no formalized domain name services yet exist, although some voice packages are offered on the side
- **Promotions:** Promotions totaling up to a potential \$105.00 keep Adelphia fairly competitive with @Home, and slightly ahead of RCN among cable providers



## PRODUCT COMPETITIVE ANALYSIS - AOL by DirecPC

Parameters	AOL by DirecPC	Adelphia	AT&T DSL	AT&T @Home	DirecTV	EarthLink
Price	Weakness	Strength	Strength	Strength	Neutral	Strength
Order Interval	Neutral	Strength	Neutral	Strength	Weakness	Neutral
Installation	Neutral	Neutral	Neutral	Neutral	Strength	Strength
Segmentation	Strength	Strength	Strength	Strength	Neutral	Neutral
Sales Dist.	Strength	Strength	Neutral	Strength	Strength	Strength
Contract Flex.	Strength	Strength	Weakness	Strength	Strength	Weakness
Services	Weakness	Neutral	Weakness	Weakness	Neutral	Weakness
Promotions	Strength	Strength	Weakness	Strength	Neutral	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### AOL Plus Powered by DirecPC - A competitive analysis of AOL's product(s) against competitors

- **Price:** As this is a true dial-up service on the upstream end, \$19.95 seems less competitive as compared with other offerings
- **Order Interval:** AOL is similar to EarthLink DSL and @Home with regard to ordering intervals. However, it does not reach Adelphia and RBOC time-frames
- **Installation:** AOL's system of 3<sup>rd</sup>-party installers may be problematic for installation coordination, however the current promotion makes it a favorable situation
- **Segmentation:** All residential customer segments
- **Sales Distribution:** Uses retail outlets as well as the more traditional phone and online channels
- **Contract Flexibility:** No contract required
- **Services:** Nothing except for a nominal charge for domain name registration
- **Promotions:** The installation and free month of service combination is similar to @Home for heavy promotional presence



## PRODUCT COMPETITIVE ANALYSIS - AT&T DSL

Parameters	AT&T DSL	Adelphia	AOL by DirecPC	AT&T @Home	DirecTV	EarthLink
Price	Strength	Strength	Weakness	Strength	Neutral	Strength
Order Interval	Neutral	Strength	Neutral	Strength	Weakness	Neutral
Installation	Neutral	Neutral	Neutral	Neutral	Strength	Strength
Segmentation	Strength	Strength	Strength	Strength	Neutral	Neutral
Sales Dist.	Neutral	Strength	Strength	Strength	Strength	Strength
Contract Flex.	Weakness	Strength	Strength	Strength	Strength	Weakness
Services	Weakness	Neutral	Weakness	Weakness	Neutral	Weakness
Promotions	Weakness	Strength	Strength	Strength	Neutral	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### AT&T DSL - A competitive analysis of AT&T's product(s) against competitors

- **Price:** Prices are aligned closely with those of Speakeasy on high speed packages
- **Order Interval:** Similar to EarthLink, and a few days ahead of DirecTV, with 15-30 days for installation
- **Installation:** With a \$300.00 installation charge for month-to-month service, customers choose the 1-year contract
- **Segmentation:** AT&T has recently broken into four distinct companies, but certainly the customer profiles must be in a shared database
- **Sales Distribution:** Telephone and online sales are accommodated, with a distinct emphasis on online "chat" salesmanship
- **Contract Flexibility:** Locks the customer in with the \$300.00 early termination fee for the 1-year contract
- **Services:** No additional Web Hosting or domain name services are similar to ISPs such as EarthLink DSL; however, voice services are available
- **Promotions:** No promotions offered at this time



## PRODUCT COMPETITIVE ANALYSIS - AT&T@Home

Parameters	AT&T @Home	Adelphia	AOL by DirecPC	AT&T DSL	DirecTV	EarthLink
Price	Strength	Strength	Weakness	Strength	Neutral	Strength
Order Interval	Strength	Strength	Neutral	Neutral	Weakness	Neutral
Installation	Neutral	Neutral	Neutral	Neutral	Strength	Strength
Segmentation	Strength	Strength	Strength	Strength	Neutral	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Strength	Strength	Strength	Weakness	Strength	Weakness
Services	Weakness	Neutral	Weakness	Weakness	Neutral	Weakness
Promotions	Strength	Strength	Strength	Weakness	Neutral	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### AT&T@Home - A competitive analysis of AT&T@Home's product(s) against competitors

- **Price:** Annual prepay, offered via @Home, lowers the \$35.95-\$45.95 monthly service fee by \$9.00 - \$18.00 a month; unprecedented throughout the market
- **Order Interval:** A very respectable order interval makes AT&T the "RBOC" of the cable world
- **Installation:** For the mechanically inclined, the free installation charge is competitive. However, fees are charged if the service is coordinated through @Home
- **Segmentation:** With the AT&T marketing behind them, @Home is ready to expand its market share and offers service to professional and educational customers. Still, the residential customers remain the priority
- **Sales Distribution:** Cable modems can be found in all kinds of computer stores; service ordering is handled by both telephone and online avenues
- **Contract Flexibility:** No contracts and termination charges
- **Services:** Offers an expensive Web Hosting package (including an \$50.00 installation charge). Does try to attract customers via its attractively priced digital telephone service offered in some areas
- **Promotions:** Free and reduced-month service promotions, combined with free self-installation, attract cable subscribers



## PRODUCT COMPETITIVE ANALYSIS - DirecTV

Parameters	DirecTV	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	EarthLink
Price	Neutral	Strength	Weakness	Strength	Strength	Strength
Order Interval	Weakness	Strength	Neutral	Neutral	Strength	Neutral
Installation	Strength	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Neutral	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Strength	Strength	Strength	Weakness	Strength	Weakness
Services	Neutral	Neutral	Weakness	Weakness	Weakness	Weakness
Promotions	Neutral	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### DirecTV - A competitive analysis of DirecTV's product(s) against competitors

- **Price:** The former Telocity offers service at the standard ISP rate of \$49.95
- **Order Interval:** Long compared to its peers; several weeks behind EarthLink's
- **Installation:** No professional installation charge
- **Segmentation:** One plan and speed directed to a residential customer base
- **Sales Distribution:** Telephone and online channels open
- **Contract Flexibility:** No contract requirement differ from competitors such as EarthLink, Speakeasy and, AT&T; all of whom lock customers in with early termination fees
- **Services:** Bolsters the solution with shared Web Hosting and both primary and secondary domain name registration. Leads almost all competitors, but falls short of the ideal provider by not integrating voice services
- **Promotions:** Free and reduced service charges at the outset



## PRODUCT COMPETITIVE ANALYSIS - EarthLink

Parameters	EarthLink	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV
Price	Strength	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Neutral	Strength	Neutral	Neutral	Strength	Weakness
Installation	Strength	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Neutral	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Weakness	Strength	Strength	Weakness	Strength	Strength
Services	Weakness	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Neutral	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### EarthLink - A competitive analysis of EarthLink's product(s) against competitors

- **Price:** A very competitive \$49.95 for an basic package, ISP-leading 284 Kbps upstream introduces its offering
- **Order Interval:** Closing in on Pacific Bell with its 2-4 weeks interval
- **Installation:** 3<sup>rd</sup>-party professional installation is offered, all self-installations are offered at no charge
- **Segmentation:** Targets new DSL users that are drawn towards an easy ramp up from their dial-up service
- **Sales Distribution:** Telephone and online sales available
- **Contract Flexibility:** The \$149.95 early termination fee is lower than most of the CLECS, however the user is locked in for a year
- **Services:** Passes these fairly high web hosting and domain name registration charges on to the consumer
- **Promotions:** The waiver of the \$99.00 activation fee is on par with an industry that rarely presses for an activation fee

### PRODUCT COMPETITIVE ANALYSIS - EarthLink by DirecPC

Parameters	EarthLink by DirecPC	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV
Price	Strength	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Strength	Strength	Neutral	Neutral	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Neutral	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Weakness	Strength	Strength	Weakness	Strength	Strength
Services	Neutral	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Weakness	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink	Pacific Bell	Prodigy	RCN	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Neutral	Strength	Strength	Strength	Weakness
Installation	Strength	Neutral	Neutral	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Weakness	Weakness	Neutral	Weakness	Weakness
Promotions	Neutral	Strength	Weakness	Neutral	Neutral

#### EarthLink Powered by DirecPC - A competitive analysis of EarthLink product(s) against competitors

- **Price:** About \$20.00 cheaper than comparable DSL solutions from EarthLink and AT&T, with just a bit less upstream speed.
- **Order Interval:** Very standard 2-3 weeks
- **Installation:** Customers must be willing to take a chance on a new technology as the installation is on the high side among carriers
- **Segmentation:** EarthLink branding on a new technology. EarthLink leverages its huge ISP customer base, along with marketing with Sprint, for a large potential subscribership
- **Sales Distribution:** Does not follow AOL's lead with in-store presence, but still offers telephone and email
- **Contract Flexibility:** A high \$399.00 termination charge on a mandatory 1-year agreement
- **Services:** Allowance for up to 6 web pages hosted included with the package
- **Promotions:** No special promotions are being offered




**PRODUCT COMPETITIVE ANALYSIS - Pac Bell**

Parameters	Pacific Bell	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirectTV
Price	Neutral	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Strength	Strength	Neutral	Neutral	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Strength	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Neutral	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Neutral	Strength	Strength	Weakness	Strength	Strength
Services	Weakness	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Strength	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	EarthLink	Prodigy	RCN	Speakeasy
Price	Strength	Strength	Neutral	Strength	Strength
Order Interval	Strength	Neutral	Strength	Strength	Weakness
Installation	Neutral	Strength	Neutral	Weakness	Weakness
Segmentation	Neutral	Neutral	Neutral	Strength	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Neutral
Contract Flex.	Weakness	Weakness	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Neutral	Weakness	Neutral	Neutral

**Pacific Bell - A competitive analysis of Pacific Bell's product(s) against competitors**

- **Price:** Price remains competitive with CLECs for the speed
- **Order Interval:** As the incumbent operator, its order time beats competitors by at least a week and, occasionally, 2 months
- **Installation:** Free self-installation with professional installation kept at an almost prohibitive \$200.00
- **Segmentation:** One speed on the basic package with access to the largest number of residences due to its local phone service presence
- **Sales Distribution:** Telephone and online sales only; other channels currently not being exercised
- **Contract Flexibility:** A rare monthly option helps it leverage a huge customer base
- **Services:** Offers an assortment of expensive web hosting options (from \$84.95 to \$648.95)
- **Promotions:** SBC Value Rewards serves to lump monthly service reduction, free equipment, and free service connection within San Francisco



## PRODUCT COMPETITIVE ANALYSIS - Prodigy

Parameters	Prodigy	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV
Price	Neutral	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Strength	Strength	Neutral	Neutral	Strength	Weakness
Installation	Neutral	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Neutral	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Strength	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Weakness	Strength	Strength	Weakness	Strength	Strength
Services	Neutral	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Weakness	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	EarthLink	RCN	Speakeasy
Price	Strength	Neutral	Strength	Strength	Strength
Order Interval	Strength	Strength	Neutral	Strength	Weakness
Installation	Neutral	Neutral	Strength	Weakness	Weakness
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Weakness	Weakness	Weakness
Promotions	Weakness	Strength	Neutral	Neutral	Neutral

### Prodigy - A competitive analysis of Prodigy's product(s) against competitors

- **Price:** The \$49.95 is common in the market for the same basic package
- **Order Interval:** Prodigy is similar to the RBOC with a 10-day order interval
- **Installation:** Offers free self-installation and \$200 professional installation tandem, as does Pacific Bell, as it seeks to become SBC's partner-in-Internet-services
- **Segmentation:** One-speed-for-everyone philosophy
- **Sales Distribution:** No online sales or inquiries; the telephone remains the sole sales conduit
- **Contract Flexibility:** Locked into a year with a \$225.00 cancellation fee (only Speakeasy's fee is more)
- **Services:** A version of DirecTV services; nothing outside of domain name services are being sponsored in the service package
- **Promotions:** No promotions offered at this time



## PRODUCT COMPETITIVE ANALYSIS - RCN

Parameters	RCN	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV
Price	Strength	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Strength	Strength	Neutral	Neutral	Strength	Weakness
Installation	Weakness	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Strength	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Neutral	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Neutral	Strength	Strength	Weakness	Strength	Strength
Services	Weakness	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Neutral	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	EarthLink	Speakeasy
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Neutral	Weakness
Installation	Neutral	Neutral	Neutral	Strength	Weakness
Segmentation	Neutral	Strength	Neutral	Neutral	Neutral
Sales Dist.	Strength	Neutral	Strength	Strength	Neutral
Contract Flex.	Weakness	Neutral	Weakness	Weakness	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### RCN - A competitive analysis of RCN's product(s) against competitors

- **Price:** A inexpensive rate for huge potential speeds as RCN enters a new market
- **Order Interval:** RCN's installation is on par with @Home, but slightly behind Adelphia and the RBOC
- **Installation:** The flat installation charge is more than the other cable providers and several of the DSL offerings
- **Segmentation:** Lots of cable television and phone bundles trying to make it worth one's while to switch from older franchisees
- **Sales Distribution:** Telephone and online sales channels are offered
- **Contract Flexibility:** RCN puts a moderate penalty on those who do not fulfill their 1-year contract, but keeps up with the cable providers with its month-to month option
- **Services:** No web hosting or domain services included; local and long distance bundles are heavily marketed
- **Promotions:** The installation charge waiver for 1-year contracts is fairly common when compared with the RBOC's offering



## PRODUCT COMPETITIVE ANALYSIS - Speakeasy

Parameters	Speakeasy	Adelphia	AOL by DirecPC	AT&T DSL	AT&T @Home	DirecTV
Price	Strength	Strength	Weakness	Strength	Strength	Neutral
Order Interval	Weakness	Strength	Neutral	Neutral	Strength	Weakness
Installation	Weakness	Neutral	Neutral	Neutral	Neutral	Strength
Segmentation	Neutral	Strength	Strength	Strength	Strength	Neutral
Sales Dist.	Neutral	Strength	Strength	Neutral	Strength	Strength
Contract Flex.	Weakness	Strength	Strength	Weakness	Strength	Strength
Services	Weakness	Neutral	Weakness	Weakness	Weakness	Neutral
Promotions	Neutral	Strength	Strength	Weakness	Strength	Neutral

Parameters	EarthLink by DirecPC	Pacific Bell	Prodigy	RCN	EarthLink
Price	Strength	Neutral	Neutral	Strength	Strength
Order Interval	Strength	Strength	Strength	Strength	Neutral
Installation	Neutral	Neutral	Neutral	Weakness	Strength
Segmentation	Neutral	Strength	Neutral	Strength	Neutral
Sales Dist.	Strength	Neutral	Strength	Neutral	Strength
Contract Flex.	Weakness	Neutral	Weakness	Neutral	Weakness
Services	Neutral	Weakness	Neutral	Weakness	Weakness
Promotions	Weakness	Strength	Weakness	Neutral	Neutral

### Speakeasy - A competitive analysis of Speakeasy's product(s) against competitors

- **Price:** Prices are closely aligned with AT&T DSL offerings and remain lower than other residential SDSL solutions
- **Order Interval:** No guarantees here with a huge 3-90 day estimate for that DSL line to be up and running; the 90-day possibility lags 45 days behind the next slowest offering
- **Installation:** Net Reach and Premium packages remain at the rate of \$99.00 with additional fees for professional installation or self-installation kits.
- **Segmentation:** Mainly trying to attract new users who have lost service provided by NorthPoint networks. The suite of almost 40 plans, with plans targeted to gaming, trading, and systems administrator lifestyles, is an interesting marketing niche
- **Sales Distribution:** Telephone and online sales are available; online is particularly encouraged throughout the company culture
- **Contract Flexibility:** The \$250.00 termination fee is only outdistanced by AT&T's penalty
- **Services:** Lots of choice and lots of money. Includes a \$15.00 setup fee for its domain hosting that may not be appealing for the "systems administrator" that it is trying to attract
- **Promotions:** No promotions at this time



## RESEARCH PROCESS

CCMI/Salestar's research process employs a continuous process of primary and secondary data collection guided by insightful intelligence strategies. Our research, utilizing the most current techniques in analysis and data gathering, allows CCMI/Salestar to have a comprehensive understanding of the Broadband product and service offerings from major service providers throughout the U.S.

Through web research and direct carrier contact, Salestar compiles DSL, Cable-Modem, and Fixed Wireless product information and dossiers of tactical market competitive information on the leading Broadband service providers. Experienced analysts are assigned to research and analyze competitive pricing plans, product information, access speeds, service supports and guarantees, promotions, sales channels, etc. In addition, CCMI/Salestar continuously follows and tracks major markets, service providers and their service offerings.

### Carrier Selection Process

CCMI/Salestar tracks the leading service providers of DSL, Cable-Modem, and Fixed Wireless services in each metropolitan area (7-10 for the consumer reports and 10-15 for the business reports). Each report will include the following:

- The incumbent local exchange carrier (ILEC)
- The incumbent cable-modem service provider
- The major inter-exchange carriers (IXCs - AT&T, WorldCom, Sprint)
- that offer services in that market
- The major competitive local exchange carriers (CLECs)
- The rest of the carriers determined by researching the market and evaluated based on a combination of the following criteria:
  - Market Share
  - Capitalization/Financial Strength
  - National brand or name recognition
  - Number of years the carrier has operated in the MSA
  - Partnership
  - Facilities and Network
  - Number of customers/subscribers in each market
  - Press releases and published report information



## ABOUT CCMI/SALESTAR

CCMI/Salestar is the premier competitive information source for factual and unbiased information for the telecommunications industry. CCMI/Salestar provides competitive information databases and applications, online tariff and rate services, and pricing/network design systems to thousands of telecommunications professionals at service providers in the US and abroad. Detailed information, gathered by over 65 telecommunications research analysts, provides accurate and timely information on product and service offerings from the major US service providers. In addition, CCMI/Salestar's Consulting Services group provides custom market specific competitive intelligence research on the competition, customized to your needs.

CCMI/Salestar's research and consulting work is premised on the principle that the best competitive intelligence is developed through years of experience in research, analyzing and understanding telecommunication services, technologies and policies guided by insightful intelligent strategies. Our established in-house staff of telecommunications technologies, services, and market research specialists allows us to offer customized competitive intelligence to assist telecommunications companies in their sales and marketing efforts.

Supported by a staff of professionals with a combined 250+ years in the telecom industry, Salestar's services, applications and databases are your ultimate source for accurate and relevant telecommunications information.

### CCMI/Salestar

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